



Northeast Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move northeast Minnesota toward zero deaths on our roads, using education, enforcement, engineering, and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in northeast Minnesota from the past **5-year averages** (2012-2016*) of 40 fatalities and 105 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seatbelt use rates.

As of May 2016, the seat belt compliance rate in northeast Minnesota was 84.9%. As a region, our long-term goal is to achieve 100% usage rate. Our short-term goal is to see continuous increase in the usage rate each year.

- B. To examine the characteristics of the unbelted fatalities and serious injuries. Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

5-year averages (2012-2016*) in Northeast Region - Baseline Data

Contributing Factors:

		Alcohol	Speed	Distraction**	Total
Average Annual number of:	Fatalities	13	10	5	40
	Fatal Crashes	12	9	5	35
	Severe Injuries	21	24	19	105
	Severe Injury Crashes	18	18	17	84

Note: a crash may have more than one of the above listed or additional contributing factors

Total Northeastern Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2016* Total	46	41	148	123
2012-2016* Total	202	177	523	421

**2016 data are preliminary.*

***Distraction data for 2016 are not available. The average for 2011-2015 has been provided.*



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Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across northeast Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city and county officials
 - C. Promote city and county employee education and policies that facilitate the TZD vision

[Activities: recruitment of city and county citizens to attend TZD event, giving TZD presentations to boards and councils, mailings/connections to Network of Employers for Traffic Safety (NETS)]

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence-based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

(Activities: web, brochure, 1-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging, media events and news releases re: activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education activities)